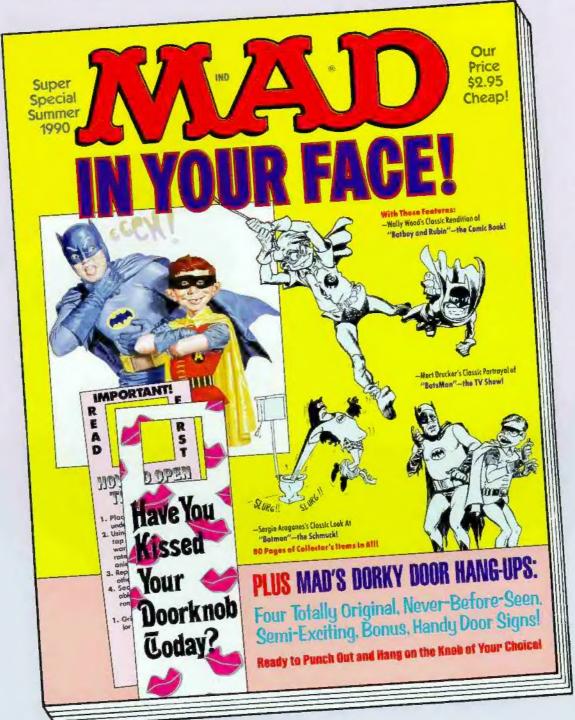


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"It's not just the ups and downs that make life difficult.

It's the jerks."

—Alfred E. Neuman

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LETTERS AND TOMATOES DEPT.



SETTING THE **RECORD STRAIGHT**

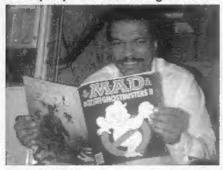
In your intro to "Battyman" in MAD #289, you stated that the "hor-action, feelgood hit of the summer that people are flocking to see" was Ghastbusters II. Then, in MAD #290, your intro to "Grossbusters II" declared that the "hot-action, feel good" etc. was Batman. To top it all, your intro to "Inbanana Jones and His Last Crude Days" in MAD #291 claimed that it was a tie between Batman and Ghostbusters II! So just what the hell is the "hot-action, feelgood hit of the summer that people are flocking to see ?!?

> Dave Stevens Santa Cruz, CA

We're not really sure Dave, although we do know that it sure as hell wasn't "Star Trek Y"!

MAD #290 PHOTO NEWS

People sure like posing for pictures with MAD #290! Although our satire "Battyman" appeared one issue earlier, Batman star Billy Dee Williams (top photo) probably prefers this issue because in the intro to "Grossbusters II" we call Batman the "hotaction, feel-good hit of the summer that people are flocking to see"!





Also pictured with MAD #290 is P.J. Fancher of Gainesville, FL. P.J. is exploring the world of copyright infringement by creating his own MAD/ Ghostbusters T-shirt! You should be getting a letter from MAD attorney Jack Albert any day now, P.J.I Fal

CELEBRI-TEASE

I saw those photos of Dave Berg with Sylvester Stallone and John Amos on the letters page of MAD #290, and I wanted to let you know that Dave is not the only MAD artist who rubs elbows with celebrities! Recently, while in Honolulu, I ran into Sly Stallone too! As we were harking back to the many fine times we've had together, who should amble by but Magnum, P.I. himself, Tom Selleck! Just as they were leaving, I sported top fashion model Christie Brinkley and Mrs. Burt Reynolds, Loni Anderson, sauntering by the same Honolulu mountain! What a joy to hang out with the four of them!

Sergio Aragones Bill's Celebrity Photo Lab Ojai, CA





Sergio and friends.

COAST LINES

I would like to comment on how the east ridicules California. Most Californians are very intelligent. If they weren't, how would you explain all the marine biologists, oceanographers and marine animal trainers that come out of California and places like the San Diego Zoo and the Monterey Bay Aquarium, huh?

> Rose Raymond San Diego, CA

Rosle—it is not our job to explain, but merely to ridicule and mock! mock! mock! the misguided rantings of those who ask for explanations. In your case, however, we will make an exception. Most marine biologists come from California because THAT'S WHERE THE OCEAN IS. YOU DIRK!-Ed.

ATTENTION MAD ART LOVERS!

Imagine owning original color cover art or black and white inside art by your favorite MAD artists! (Okay, so it's not such a hot idea, but play along with us anyway!) The artwork for early issues of MAD is being sold through a series of special auctions.

If you are interested in bidding on this rare and collectible artwork, write to Russ Cochran, Box 469, West Plains, MO 65775 for complete information. DO NOT WRITE TO MAD! The next auction will be held sometime in February 1990.

MORON MAIL

Pi to the 50th digit is 3.1415926538979 3238462643383279502884197169399

> Gerritt Lagemann Gahanna, OH

True, but you receive no credit because you failed to show your work! Have your parents sign this letters page and return if to us!—Ed.

Please Address All Correspondence To: MAD, Dept. 293, 485 MADison Avenue New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addessed, stamped envelope and a note congratulating Charlie and Candace on their matching aqua-marine jackets!

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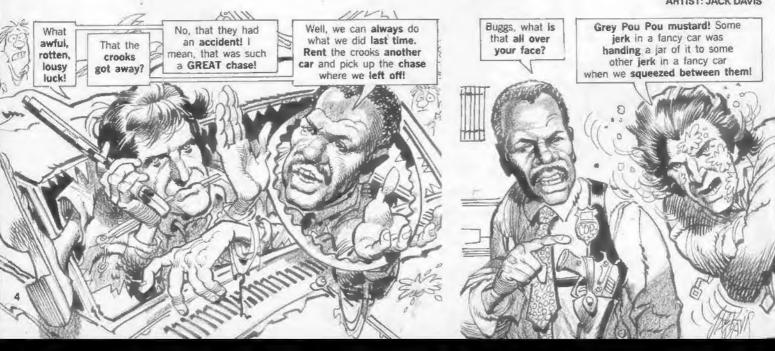
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11. I certify that the statements made by me above are correct and complete.

SEQUEL OPPORTUNITY DESTROYERS DEPT.

They got away with their shenanigans under the guise of "police work." Well, they're back and in this sequel they do a ton of Remember the movie about a police team-Buggs and Martyr-who





L WRECKIN' TOO!



Buggs is practicing to get out of a straitjacket!
You never know when some crazy thug is going to get the drop on you, strap you in a straitjacket and dump you in the river!

Whew! that sounds like one devious set-up to

It is pretty devious for thugs to be setting up Buggs to kill him! What thugs?! I mean it's pretty devious of the writers to be setting up the audience for a hokey escape scene later in the movie!

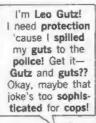
The straitjacket's shoulder strap always dislocates my shoulder! The only way to put it back into place in to whack it against a wall!

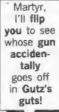
Hmmm! You're just lucky that straitjacket didn't have any crotch straps!













My conscience bothered me! I was paying for everything with filthy drug money! So I turned state's evidence, and now I pay for everything with clean, safe taxpayers' money!

Hmm...Leo, does the name Leona Helmsley ring a bell with you?









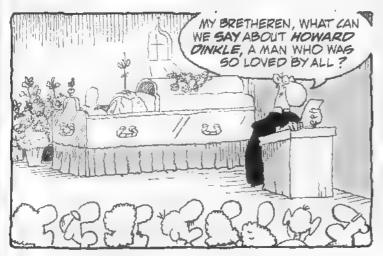




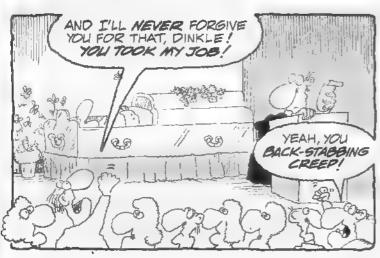




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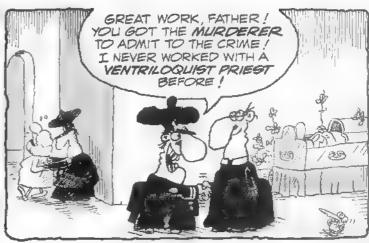












HUMOR IN A VERNACULAR VEIN DEPT.

Il seems that Charles Berlitz, the renowned writer of language books and the founder of many language schools made a drastic oversight in his teaching methods! Mr. Berlitz failed to con-

MAD'S HANDY FOR For Various Types of Am

FOR THE TRAVELING YUPPIE IN SPAIN

Excuse me, where can I get my portable cellular phone repaired? ¿Disculpame, donde peudo reparar mi teféfono portátil celular?



Don't bother with the tour bus, sir. We're renting today's excursion on videocassette.

No se preocupe por el autobús, señor. Vamos a alquilar la excursión de hov en videocassette.



We need plane reservations to get back by Tuesday afternoon. We want to rest up a bit before we watch thirtysomething. Necesitamos las reservaciones de avión para llegar para el martes. Oueremos descansar antes de mirar thirtysomething.



No stamps please. I'll be faxing this postcard. Mingunos sellos, por favor. Voy a fax esta tarjeta postal.



Frightful, dude! That ugly chick keeps glaring at me! Fais gaffe, mec! Cette horrible gonzesse me regarde!



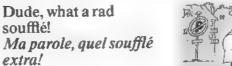
Hey, I speak a little French. Like BON Jovi, Hé, je parle un peu Francaise, comme BON Jovi!



Like, where's the skateboard ramp? Dis moi, où, est le circuit de skateboard?

soufflé!

extra!





You call yourself a fancy restaurant? I don't see anything by Bartles and Jaymes on this wine list! Vous vous prétendez un restaurant chic? Je ne vois même pas de Bartles et Jaymes sur la liste des vins!



ARTIST: SERGIO ARAGONES

sider that different people have different needs, especially when traveling abroad on vacation. In a valiant attempt to correct Chuck's oversights, we offer the following translation manual:

IGN PHRASE GUIDE

ericans in Various Lands

FOR THE SLIGHTLY OBESE TRAVELING IN GERMANY

Yes, it's impressive, but does it have a snack bar? Jaja, sehr eindrucksvoll! Aber gibts hier auch einen McDonald's?



Excuse me, are you through with those mashed potatoes and sauerkraut?

Entschuldigung, sind Sie fertig mit den Bratkartoffeln und dem Sauerkraut?



Please pardon my sweat. Tut mir leid, aber ich schwitze immer so!



What is the plural of bratwurst?
Was is die Mehrzahl von Bratwurst?



Say, it's not nice to make fun of the overweight, you little Nazi scum! Das ist aber gar nicht nett, dass du dich über die Dicken lustig machst, du mieses kleines Nazischwein!



FOR THE TRAVELING SENIOR CITIZEN IN ITALY

What? What did you say? You'll have to speak up!
Si che cos' ha detto?
Deve parlare piu forte!



Excuse me, have you seen my teeth anywhere? Mi scusi, ma lei ha visto da qualche parte i miei denti?



Why did I ever come here? My shoes are pinching! My back is aching! My arteries are clogging!
Perchè sono venuto qua? Le mie scarpe mi stanno pizzicando! La Mia schiena mi fa malissimo! Le mie arterie si stanno bloccando!



Hey, Guido! Did you know that American women reach their sexual prime at 75? Eh, Guido! Sapevi che le donne Americane raggiungiono il loro periodo di grande passione sessuale all'eta di 75 anni?

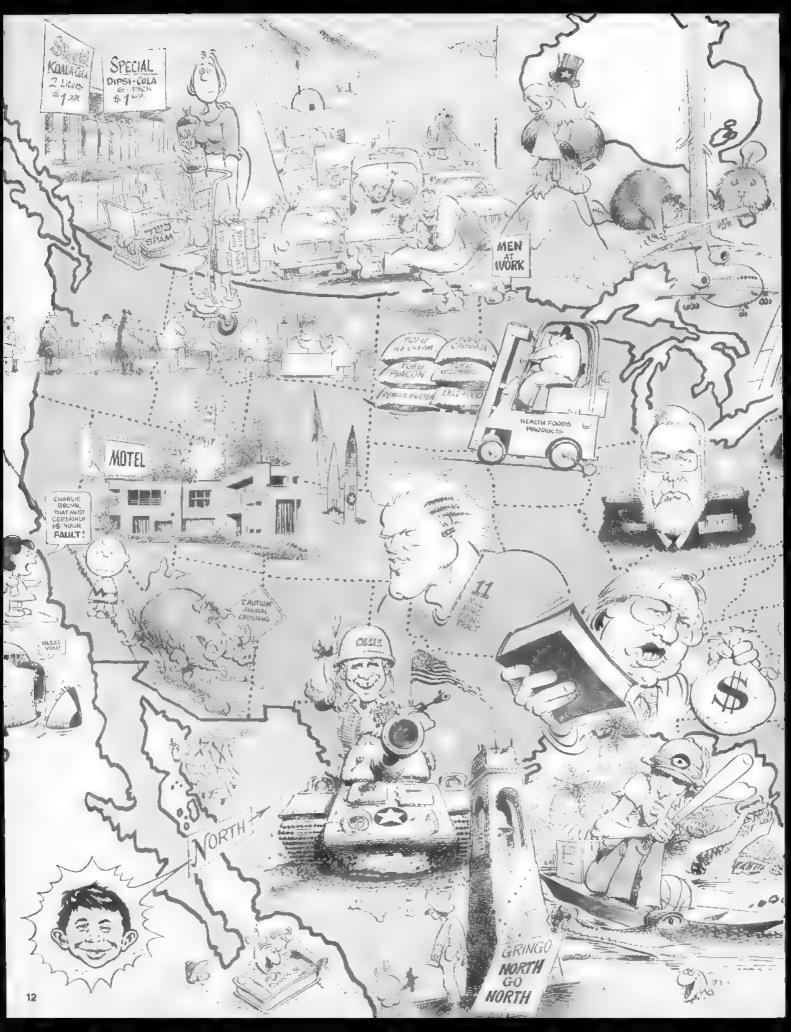


Do you sell plastic disposable undergarments? Si vende la mutandine di plastica?



WRITER: AMY GILLETT







Our nation's in a mess—drugs, pollution, rising crime. In the past we've thrown money at those problems—and we all know what that's gotten us! Crushing debt! Isn't there some way to help our country that doesn't require cash? Why, yes! And we modestly call it...

MAD's 12-POINT PLAN FOR **IMPROVING AMERICA** without spending more tax dollars

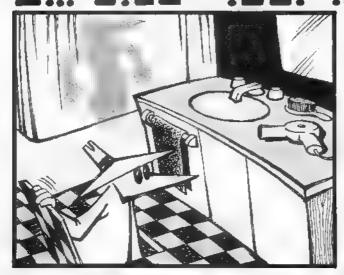
- L. Force soft drink makers to answer the decade's burning question: Are we better off buying 12-ounce cans or 2-liter bottles?
- 2. Send Brent Musburger to explore a part of the Amazon rain forest from which no previous explorer has ever returned.
- 3. Make the highway flagmen who stop us at construction projects entertain us while we wait.
- 4. Yank out all those modern, hard-to-figure-out motel shower fixtures that either scald you or freeze you, and melt them down into one huge chromium glob.
- Force Donald Trump to name his very next building after some truly great person—and not himself.
- 5. Slap a \$5.00 Handling Tax on any schmuck who holds up a long supermarket line to write a check for purchases totalling less than \$10.
- 7. Require that TV commercials for cold remedies tell us we'll get well just as fast even if we don't take the stuff.
- 🕹. Exile Ollie North to Nicaragua so he can try to pull off whatever he has in mind without involving the rest of us.
- 9. Make TV evangelists explain in public why the commandment "Thou Shalt Not Steal" doesn't apply to them.
- 10. Restore confidence in America by forbidding Brian Bosworth to earn more in one week than his former college professors earn all year.
- 11. Outfit Dan Quayle in a shirt collar and jacket large enough to fit him in hopes that this may enable more blood to reach his brain.

ARTIST: MORT DRUCKER



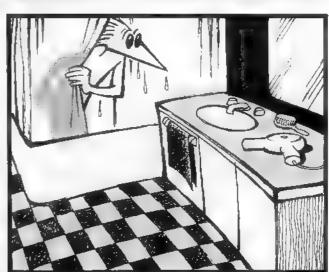
















ALONG THE SNIDE LINES DEPT.

About a year ago we insulted a group of superstar celebrities and popular fads. Since then we've had time to think about our harsh comments, and we're sorry. We're sorry we didn't have room for more insults! But now we do! And there's a whole new batch of famous (and ridiculous) targets to trivialize in this,

Che MAD CIASTY FILE WOLUME IV

ARTIST: GERRY GERSTEN

WRITER: TOM KOCH

MADONNA



- ... keeps changing her hair color in hopes that record buyers who hated her last album won't realize she's the same person.
- ... never saw much of Sean Penn during their marriage because she didn't do concerts at police stations or prisons.
- ... doesn't think it's necessary to use her last name because nobody ever confuses her with anyone religious.

GARRY SHANDLING



- ... smiles a lot because guys with big teeth and receding chins always appear to be smiling.
- ... is the first person to come up with a fresh new idea for TV that nobody has bothered to imitate, which should tell him something.
- ... mistakenly thought that surrounding himself with a cast of fat, ugly men would make him more attractive by comparison.

BRYANT GUMBEL



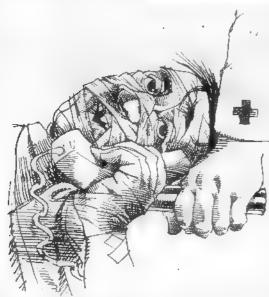
- ... reportedly had all the walls of his home covered with mirrors because he couldn't find any works of art that were as beautiful as he is.
- ... has a fine speaking voice, if you like people who sound like they have a bad head cold compounded by adenoids.
- ... confines himself to smirking on TV because he thinks it's bad form to come right out and call his viewers a bunch of inferiors.

NINTENDO



- ... provides endless hours of recreation—except for parents who have to take a second job to pay for all the equipment,
- ... is a bigger fad than pet rocks were, but has contributed slightly less to our national culture.
- ... has advanced computerization to the point where II can now occupy all a person's time III accomplish absolutely nothing.

CELLULAR PHONES



- ... are great for calling a tow truck after you've had an accident caused by carelessness because you were busy talking on your cellular phone.
- ... offer the convenience of avoiding public phones, for less than you'd expect to pay for a condominium in Hawaii.
- ... are, for some strange reason, most popular with overbearing people that nobody wants to talk to anyway.

TONY DANZA



- ... has never done a hair spray commercial because it's obvious that his personal preference is Pennzoil straight out of the can.
- ... can only be appreciated (or comprehended) by viewers who own an English-Brooklyn dictionary.
- ... fears becoming typecast as a muscle-bound moron, as if he could possibly be typecast as anything else.

SAM KINISON



- ... will always remember 1973 because that was the year he got his last professional haircut.
- ... often performs wearing a beret to hide the scars from his brain removal surgery.
- ... sets an impossibly high standard for other overweight, male chauvinist sexist pigs to live up to.

"REMOTE CONTROL"



- ... is the first television program to make "Dance Fever" seem cultural by comparison.
- ... is especially popular with quiz show fans who watched "Jeopardy" for years without ever guessing one correct answer.
- ... makes adult viewers think they've switched to one of the foreign language stations, which they can't understand either.

ARSENIO HALL



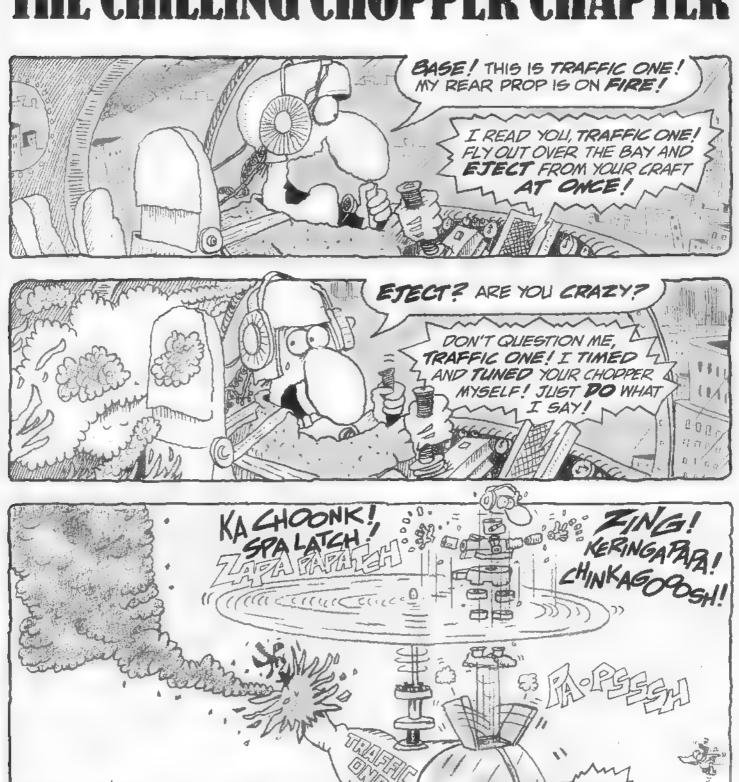
- ... learned how to handle his guests by attending The Merv Griffin Academy of Drooling Celebrity Worship.
- ... is living proof that every man, woman and child in America will eventually host a TV talk show.
- ... got his unusual first name after his parents found that their first choices, Monty Hall, Fawn Hall and Carnegie Hall, were all taken.

MARILYN QUAYLE



- ... is said to be smarter than her husband, which is roughly equivalent to saying she's taller than Danny DeVito.
- ... is often described as "a ravishing beauty" in the Indianapolis newspapers, all of which are owned by the Quayle family.
- ... has at least one thing in common with her husband: she didn't fight in the Viet Nam War either.

THE CHILLING CHOPPER CHAPTER



ARTIST & WRITER: DUCK EDWING

There are few things in life more annoying and obnexious than those lame TV commercials for the Apex School for Welders. But as imbecilic as they are, just imagine how stupid the ads will be when the Apex owner gets around to opening other institutions of "higher" learning! You'll know exactly what we mean once you take a look at these excerpts from commercials for...

TIECH-PEX TIECH-PICAL SCHOOLS

FOR OTHER OCCUPATIONS



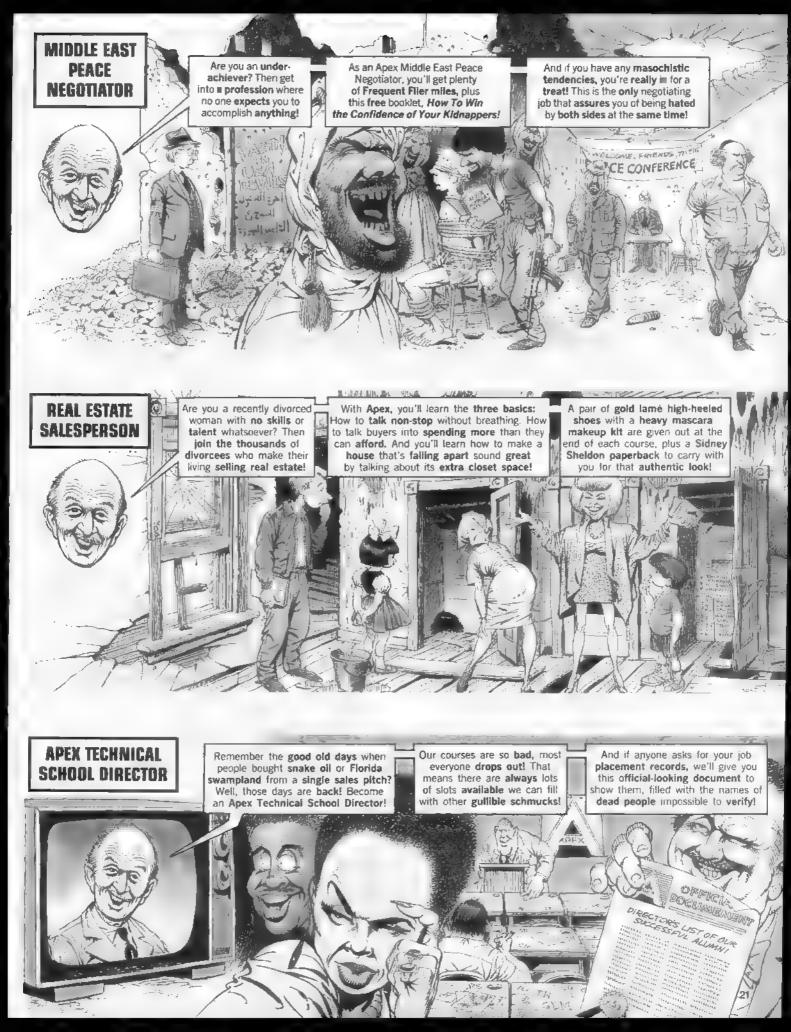
ARTIST: GEORGE WOODBRIDGE

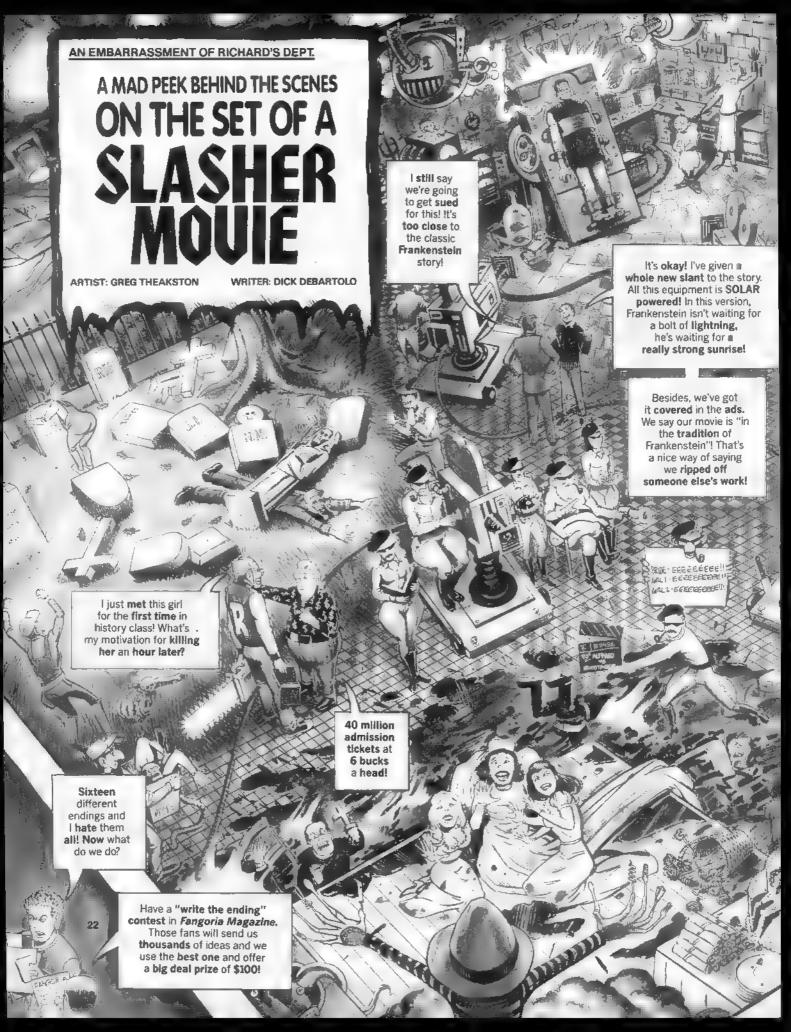
WRITER: CHRIS HART

MONEY

MILE





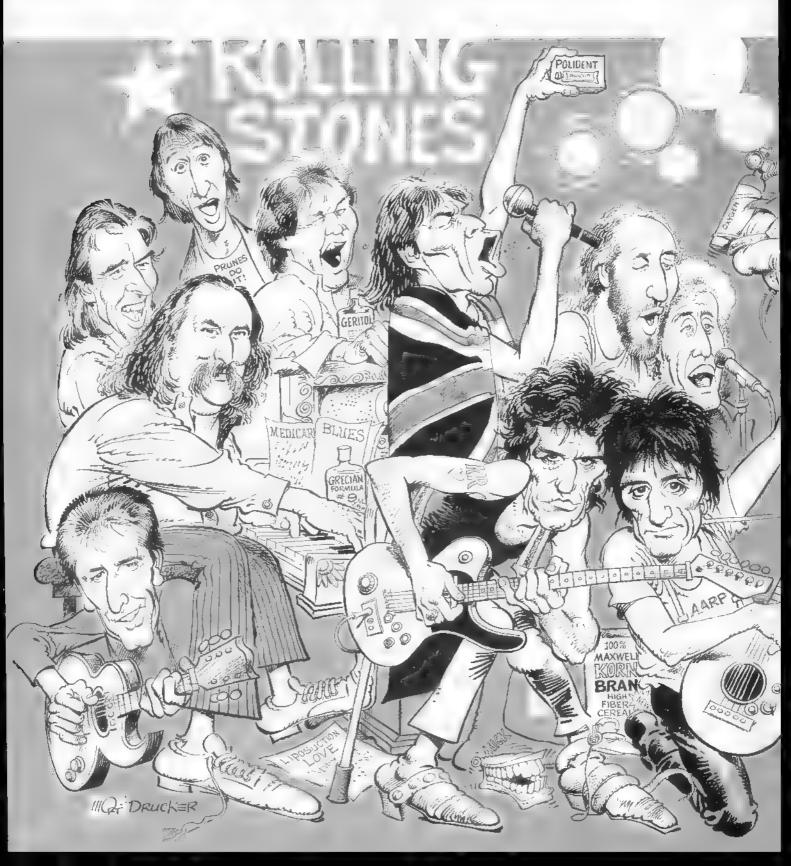






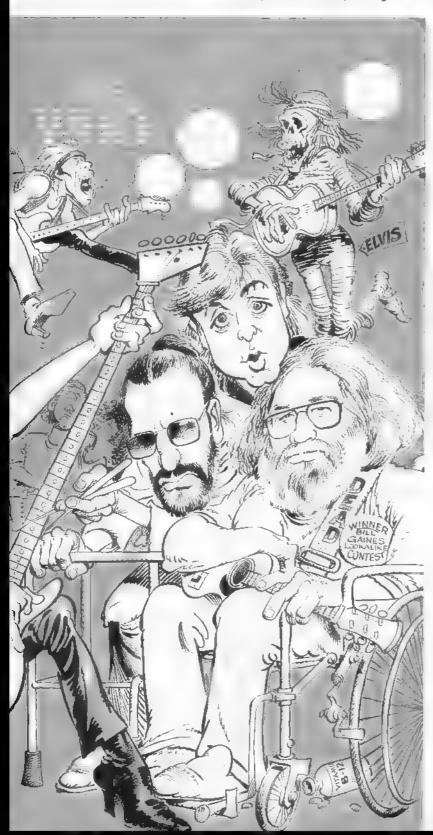
FRANK ON A ROLL DEPT.

They're back, those chart-busting groups of yesteryear— The Who, Rolling Stones, Beach Boys, Monkees and all the rest now making comebacks with reunion concerts. And while some fans are happy to see them back, we're not so sure. Because from what we've seen, it's painfully obvious that all of them are



"PAST THE PRIME OF THEIR LIFE"

(sung to the tune of Dirty Dancing's "(I've Had) The Time Of My Life")



Now we're... past... the prime of our li-fe, And we won't... see for-ty.. an-y.. more; And al-though... we've faded.. from.. view, These re-u-nion.. shows.. we.. do; And we're here... past... the prime of our li-fe— This de-crep-it... worn-out... crew.

It's a drag, we all a-gree,
Comin' back, so fans can see
Our tir-ed butts!
All our songs are out-of-date,
And it's ob-vi-ous we hate
Each other's guts!

Loads of groupies dig our band, They prefer a one-night stand To high-school proms! 'Course, we never let 'em know That we made it years ago With all their Moms!

We remember —
Songs..fresh! Gigs..hot!
Ev'ry..show..a..big..thrill!
Now we hang..on,..half-shot —
Over..the..hill!

That's 'cause we're... past... the prime of our li-fe, And we nev-er... were.. this... bald.. be-fore!
Bod-y parts... which once worked... like... ne-w,
Don't..work..so..well..no..more!

See what's left..of..our..chest
And our waist-line spread-in' east..to..west!
Once we sang songs..with..bite —
Now our den-tures have to soak..all..night!
Note our with-ered-up..face
Full of wrinkles that we can't..e-rase!

Hate..the..scene..now —
Each re-u-nion..show..sucks!
Hate..each..old..rou-tine..now —
But..need..the..bucks!

Yessir, we're ... past ... the prime of our li-fe — And our youth ... no doc-tor..can..re-store! Still you ... do.. the best you ... can..do-o When you're called ... a.. di-no-saur! So we're here ... past ... the prime of our li-fe, Breathin' .. hard ... to make it just .. once .. more! This .. last .. time ... we're stag-ger-in' throu-gh To ... make ... one ... fi-nal ... score!

DIFFERENCES

Isn't it wonderful the way Mother Nature made girls such beautiful creatures? It's part of Mother Nature's master plan so you'll like them!



So that they'll like you!

BERG'S-EYE VIEW DEPT.

THE LIGHTE

MANNERS





SHOPPING



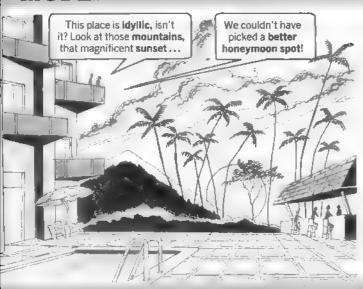


BSDEOE OF ARTIST & WRITER DAVE BERG

RELATIONSHIPS



MODERN MARRIAGES



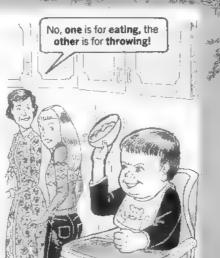


BABYSITTING

Please feed Max his dinner in five o'clock! I've already prepared two different dishes!

Gee, he eats all that?





GRADES

Debbie, what's the answer to the fifth question? I'm not telling you! The last time we did homework together I gave you a wrong answer and you blamed me for failing!



THE ECONOMY

Can you help me out, Captain? I'm homeless and broke!



I know just how you feel, fella...



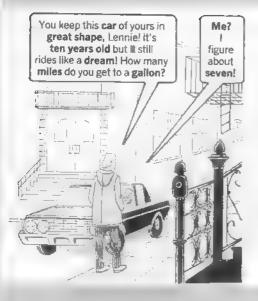
. I own a home and it's breaking me!

DIET

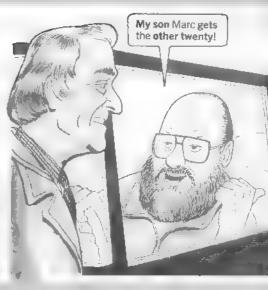
I'm very bothered that my son eats nothing all day but junk food! It's your responsibility as a concerned parent to tell him how unhealthy that is and make him stop!

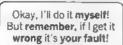


CARS









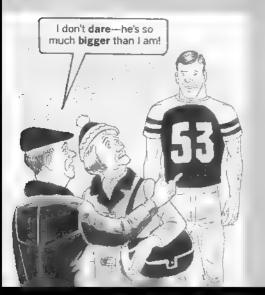


EATING OUT





MEMORY







THE OFFICE



FASHION



DOCTORS



WRITING WRONG DEPT.

There's a growing phenomenon in America these days. Special interest groups are forcing their personal morality on everyone else! Self-appointed do-gooders like housewife Terry Rakolta and the Reverend Donald Wildmon are spearheading movements to pressure major companies into yanking their advertising from "offensive" TV programs like Married with Children. (And greedy, spineless companies are caving in!) That's bad enough, but we think it's going to get even worse. MAD envisions a day...

WHEN PRESSURE GROUPS REALLY TAKE OVER

ARTIST: BOB CLARKE

WRITER LOU SILVERSTONE

Dear General Mills,
On your Wheaties packages, you have been featuring Olympic Gold Medal winners such as swimmers, basketball

winners such as such and runners. However, splayers, gymnasts and runners. However, you have never once featured a medal winner in the Pistol and Rifle shoot.

We at the NRA think this is part of a Commie-inspired anti-gun movement.
We have millions of members, all of whom eut breakfast cereal. If you expect us to eat the "Breakfast of Champions" you'd better rectify this un-American situation immediately.

Patriotically, Sty Meats

General 2



Bear Mr. Meats,

General Mills owes all gan owners a heartfelt apology. We never intended to slight those magnificent athletes who compete in the Pistol and Rifls Shoot. We hold these marksmen in the highest esteem and believe them to be excellent role medels for America's youth.

Your letter has convinced us to feature these unsung heroes prominently on all Wheatles boxes. Not only that, but we'll be giving away a loaded .32 caliber handgun in each box of Wheatles which will encourage children to start shooting.

Thanks for contacting us—and rost assured that at General Mills we believe firmly in the right of every American to bear arms, no matter how prone to violence they may be.

For God and Country,

Public Relations, General Mills Jo 7- Eleven Juc.

As the wife of a compulsive gambler, if am outraged by the crass manner in which your store encourages and promotes excessive gambling.

The name "7- Eleven" is the battle cry of derelict, low-life crap shooters when they are rolling dice.

Whenever my poor husband sees one of apour wretched stores he walks out on me and goes looking for a dice game or a seedy betting parlor.

I have organized a group of concerned housewives who firmly believe that their hurbands addiction to gambling is directly linked to 7. Eleven. We are planning mationwide demonstrations in front of all your stores and a high profile media campaign that will expose you for the unsavory characters we know you to be.

With deepert concern, Mabel Duck

7-ELEVEN

Dear Mrs. Duck.

We beg your pardon. It never occurred to us that the name 7-Eleven could be an inducement for people to gamble. Thanks to your astute letter, we've taken action to remedy this situation and chosen a new number as our store name, a number that our research team assures us has nothing to do with gambling and will definitely not offend anyone. The number is 668.

It is our sincere hope this move meets with your approval.

Best regards.

Consumer Relations

DEAR IZOD,

As a Member of the Alligator Preservation Society, I feel it is my duty to call to your attention that the alligator is an endangered species on the verge of extinction. Your callous depiction of alligators on your sport shirts condones and encourages the senseless hunting and mutilation of these poor creatures.

On behalf of my organization, I demand you stop your ruthless exploitation of alligators and remove them from all your merchandise at once. Failure to comply with our wishes will result in our staging massive demonstrations in the parking lots of all stores that sell IZOD products.

Yours for alligators, Henrik Spurne



Dear Mr. Spume,

Let me assure you that it was never our intent to portray alligators in a negative way, nor do we mean to support the killing of these truly wonderful reptiles. Indeed, it troubles us to hear that they are an endangered species. In fact, we've decided to no longer use them as our trademark and replace them with creatures which we are certain are in much more plentiful supply -cockroaches and deer ticks. Thanks for calling this to our attention.

Best wishes.

Customer Service Dept.

To: Kelloggs Cereal Co.

I resent your putting "Snap, Crackle and Pop" on the boxes of Rice Crispies. These characters are an obvious sacrilegeous mocking of the Father, Son and Holy Spirit. My Organization, The Alabama Mothers for Christian Cereal boxes, plan to boycott all Kelloggs products unless the demonic trilogy is eliminated

> Yours in God. Mr. Hons BrickJace,

Dear Mr. Brickface,

Kelloggs is extremely grateful to you for pointing out the inherent blasphemous nature of Snap, Crackle and Pop. This terrible triumvirate will never appear on any of our products again.

It will please you to know that our Rice Krispies package has been completely redesigned and now features the prophets Moses, Ezekiel and Jeremiah. Now, when milk added, our cereal no longer goes "Snap, Crackle, Pop," but instead chants the Twenty-First Psalm in Latin. We appreciate you setting us straight! Best wishes,

Marketing Dept. Kelloggs of Battle Creek

To Perdue Chicken Co.

Last night, while I was watching TV with my children, a commercial for your peroduct was aired . I was absolutely taken aback by its sleagy content. Frank Verdue was talking like a dirty old mon about "jucy thighs" and "tender young breasts" for the whole world to hear! Please be informed that I plan on spearheading a mationwide Crycott of your company unless you do some thing to and the hind of blatent deprovity in your advertising!

PERDUE L L L L

Dear Mr. Tub.

We are terribly sorry you found our commercial featuring Frank Perdue offensive. You will be happy to know that starting today all poultry appearing in our ads will be wearing clothing. Also, we have decided to just more energy into marketing the more acceptable, gizzard and head.

As for Mr. Perdue himself, we have replaced him with a claymation dwarf. Thanks for writing.

Sincerely

Maham

Corporate Office Perdue Farms

Ted Tul

DEAR MIDAS MUFFLER INC.,

AS PRESIDENT OF PEOPLE FOR PURITY
IN PROGRAMMING, I AM WRITING TO EXPRESS
TELEVISION COMMERCIALS. THESE ADS,
SPEWING FORTH THEIR FILTHY OBSESSIONS
BE BANNED! IT'S OBVIOUS TO US THAT
INVOLVED IN DERANGED AND AWFUL SEX
CORRUPTION OF OUR YOUTH AND THE
EVERYTHING IN OUR POWER TO ALERT
THE PUBLIC OF YOUR SICK PERVERSIONS.

NEWT SNOUTFISH PRESIDENT, P.P.P.

midas

Dear Mr. Snoutfish,

We are always pleased to receive thoughtful letters such as yours. It will please you to know that just seconds after reading your letter our president was so upset that he jumped off the 96th floor of our building and killed himself. We have filed for bankruptcy and are going out of business forever. We deeply appreciate your concern.

Sincerely,

Balan

Media Relations Dept. Midas Muffler, Inc.

JUST SAY UNO! DEPT.

Whoa-ho! Here's a major breakthrough! You know how you always make a fool of your-self when you're with your friends? Now you can appear just as idiotic when you're all by yourself! How? By playing MAD's...

PARTY GAMES

for ONE

PILLOW WRESTLE-MANIA

WHEN THE

MASKED MISHAGOS

APPLIES THE

SLEEPER HOLD,

IT'S ALL OVER,

FOLKS!



ARTIST & WRITER: PAUL PETER PORGES

TRIPLE-CHALLENGE CHESS



JUNK MAIL CONFETTI CELEBRATION



TABLE SCRAPS MINI GOLF



DRY CEREAL ROULETTE



DOOR KNOB SQUARE DANCING



SOAP DISH REGATTA



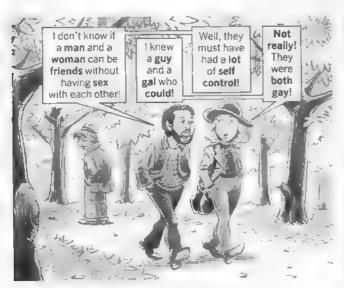
HART BURN DEPT.

You mean, you didn't see all the movies that were released this past summer? Where were you, summer school? Well, for those of you who wasted your two month vacation, you now have a chance to make up for your stupidity by renting those very same flicks at your local video store (which, naturally won't have them but will promise to call you as soon as they come in—yeah, right!) Or you can save your cash by reading the following public service article...





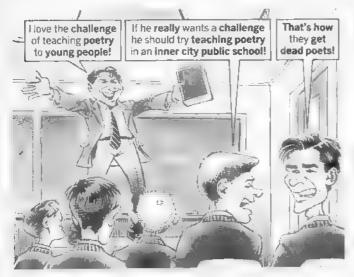
Just because there's not a Woody Allen movie available to watch at home doesn't mean you won't be able to watch a Woody Allen movie, 'cause in this one director Rob Reiner has made his own version of Annie Hall Does Manhattan! This film tries to illustrate a truism—how often sex destroys a loving relationship! The sequel could show an even greater truism—how marriage destroys a loving relationship!







The moral of this movie is that people should take risks and dare to be unique! Like teacher Robin Williams, who loses his job...and his dedicated student, who commits suicide...hmmm! What's more ironic is that the producers have ground out yet another "Coming of Age" film without taking any risks themselves! As for Robin Williams, he should have stayed in Vietnam where he could have had a little fun!





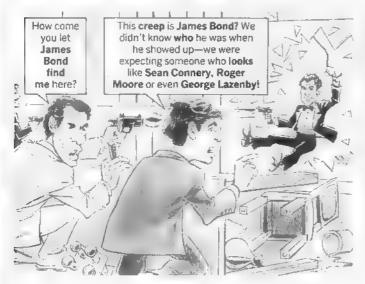
ADS VIDEO REVIEWS

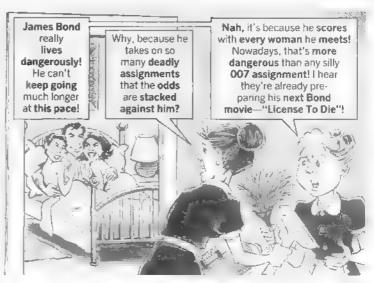
ARTIST: SAM VIVIANO

WRITER: STAN HART



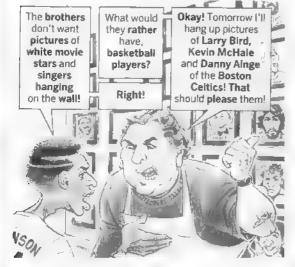
This is the 16th Bond film since 1962! There's only one thing that's still fun to do after 27 years—and watching a new James Bond movie isn't it, gang!







Do The Right Thing does for race relations what the Boston Massacre did for colonial harmony! The movie is simplistic, taking a complex subject and presenting it in terms of black and white (all the good guys being black and all the bad guys being white!) Spike Lee's a sure bet for this year's "Louis Farrakhan Brotherhood Award" for writing/directing this one!







Since Leonard Nimoy directed Star Trek IV, it was William Shatner's turn to direct this one! Thanks to him, we'll probably never get a chance to see how DeForest Kelley directs! Not too many people saw this film in theatres! Instead, they waited until it was available on tape so they could see Star Trek on TV sets where it should never have left!







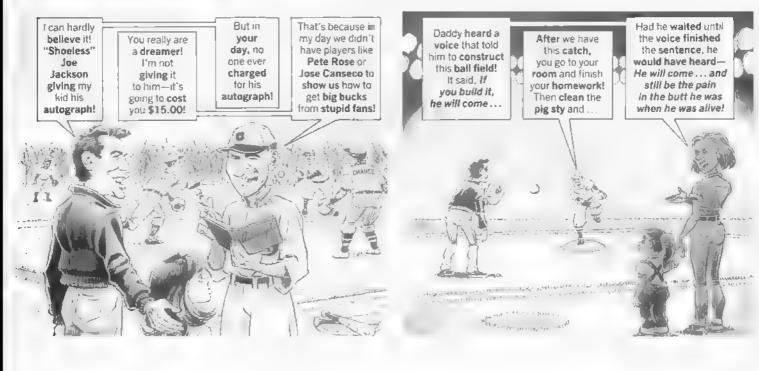
If you loved The Karate Kid and The Karate Kid II, K.K. III is so bad, you'll ask yourself why you ever enjoyed the first two! If you suffer from insomnia some night, this film may be a bit more entertaining than watching your dog sleep! Then again, it may not!

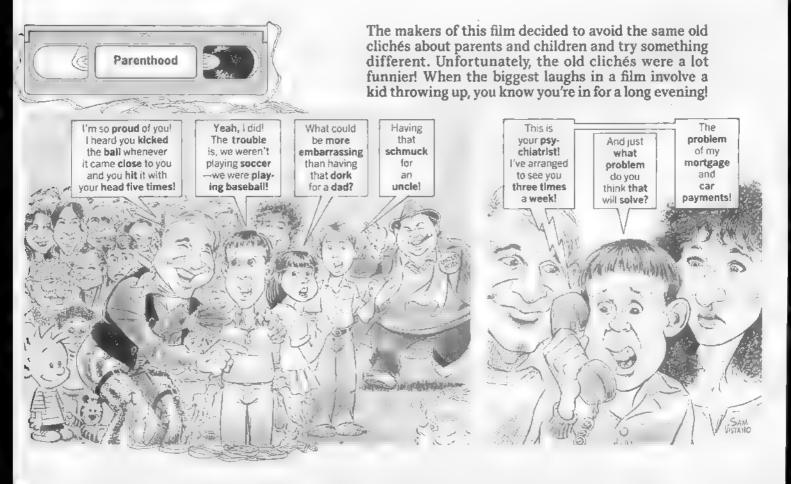






Perhaps the best thing about Field of Dreams is that the field referred to has nothing to do with Sally! It's a fantasy about baseball that has no connection with the real world—like making a movie in which Yankee owner George Steinbrenner keeps his big mouth shut for an entire season!



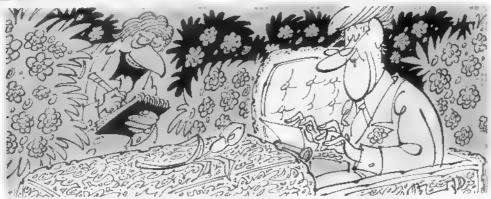


A ROTTEN PAIR DEPT.

"Gruesome! Disgusting!! Loathesome!!!"
you bark. But wait! Before you respond
too negatively to something, you should
consider its alternative. It may be even
more vile! So don't just sit there—get
up and exercise your decision skills!
You have some ugly choices to make as...

MAD A THE LESSER

ARTIST: PAUL COKER



Sleazy "unauthorized biographies" that trash the reputations of defenseless dead celebrities...

OR

...the sickeningly pompous "vanity books" celebrities write about themselves while they're still alive?!!



Young pop singers closer to infancy than puberty who are crooning about love and sex...



Coin-operated video games so addictive, you wind up wasting all your spare cash on them...



Issuing a "Christmas Wish List" of what you really want—and looking like a greedy, materialistic pig...

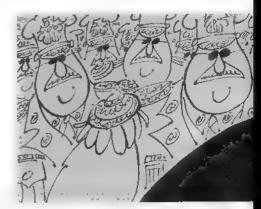




Slick TV commercials produced by ad agency weasels who know all of the "subliminal tricks" in the book...



... sub-moronic "home-made" spots put together in a half hour by the company president's brain-dead son-in-law?!!



The repulsive dictators the U.S. associates with in the name of "national security interests"...

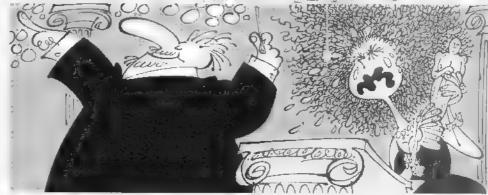


SKS: WHICH IS OF TWO EVILS???

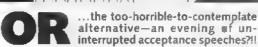
WRITER: MIKE SNIDER

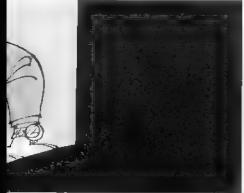


...way-past-their-prime "legends of rock-n-roll" who expect us to believe they're still sixteen?!!



Academy-Award Show production numbers that prove Hollywood has more than its share of tone-deaf clods...





Nintendo home versions of the same arcade favorites that merely consume all of your spare time?!!



Missing important calls because bird-brain friends and relatives are always tying up your line...



... getting Call Waiting—and constantly having your important calls interrupted by the same boobs?!!



...the even more loathsome vermin who usually wind up replacing the dictator when he's overthrown?!!



Secretive capitalists who wheel and deal in back rooms, away from the scrutiny of the public eye...



...self-promoting ego-maniacs of high finance who won't stay out of the public eye for a minute?!!

BROKEN PREMISES DEPT.

In today's troubling times, TV
producers often resort to
what are called "theme weeks"
in a lame effort to prop up
their sagging ratings. We get
barraged with stupid junk like
"Seniors Week," "Engaged Couples
Week," and "Daytime-Soap-Star
Week" ad infinitum! But if you
thought that stuff wasn't fit for
broadcast, check out the swill
that didn't make it on the air! Here's

TV-SHOW "THEME WEEKS"

That Didn't Quite Work Out

ARTIST: RICK TULKA

WRITER: MIKE SNIDER

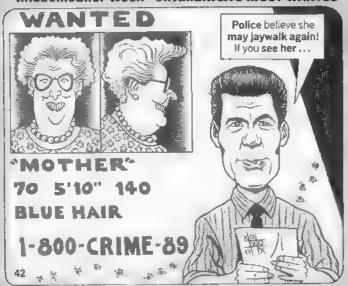
"Shiite Muslim Week" on SERMONETTE



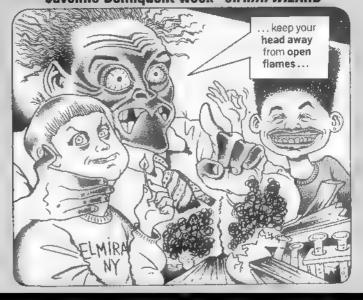
"PBS Week" on REMOTE CONTROL



"Misdemeanor Week" on AMERICA'S MOST WANTED



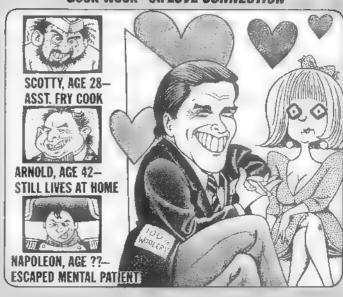
"Juvenile-Delinquent Week" on MR. WIZARD



"Meat Week" on THE HOME SHOPPING CLUB



"Geek Week" on LOVE CONNECTION



"College Wrestler Week" on THE W.W.F.



"Psychic Week" on PASSWORD



"Seniors Week" on DOUBLE DARE



"MAD Artist Week" on WIN, LOSE OR DRAW



Well, the 90's are here and that means the 80's are forever gone—that is until they come back again, preceeding the 90's in the next century. Of course, when that happens we'll say

A Mad Look At Th

ARTIST: ANGELO TORRES

Remember our well-meaning but semi-functional Chief Executive, Ronald Reagan? His critics said he was too old to handle the responsibilities of the job!



No doubt you recall that great patriotic slogan of the 80's: BUY AMERICAN! Wasn't it crazy how the greatest patriots of all turned out to be foreigners?



Those wild 80's will always be remembered as a time when every sports personality had a manager or agent and salaries went skyrocketing through the roof!



Who could ever forget how companies all over the country responded to that kooky, kinky product-tampering craze by packing their goods with all sorts of new safety tabs, seals, covers and lids?



the 90's are here and the 80's are forever gone even though this totally false statement will have no more validity then than it does now. All this in our stupid way of introducing...

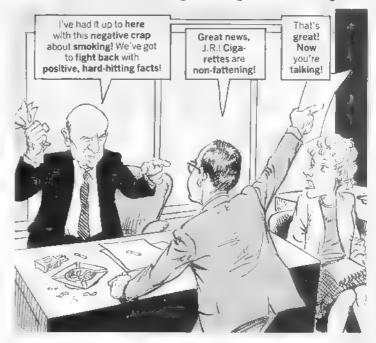
e Fabulous 1980's

WRITERS: LARRY SIEGEL AND BILL FIBBERS

Yup, it was in those anything-goes 80's that beer, soft drink and clothing manufacturers talked many of rock's superstars into selling out and allowing corporate sponsorship of nationwide concert tours!



What a pounding the tobacco companies took in the 1980's! Everyone from the U.S. Surgeon General on down was bashing the dangers of smoking!



When MTV premiered, their 24-hour-a-day music videos revolutionized rock! And for the first time in music history, the way a group sounded wasn't as important as how they looked on camera!



Remember when the first thing kids did when they got home from school was play Nintendo for hours? They knew the Mario Brothers better than their own parents!



Remember when that happening dude Mikhaii Gorbachev rose to power in the Soviet Union? He came up with Glasnost, those zany social changes that brought new openness and great personal freedoms to Russians!



Back in those madcap, topsy-turvy '80s, remember how we were all caught up in repainting, redecorating and putting new fronts on famous landmarks?



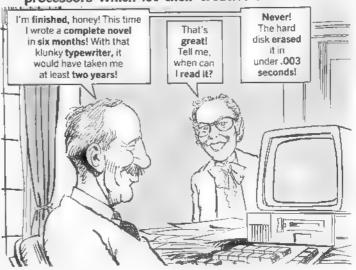
And what about that wild "Trash TV" trend, when no topic was considered too perverse or disgusting to be openly discussed before a national TV audience!



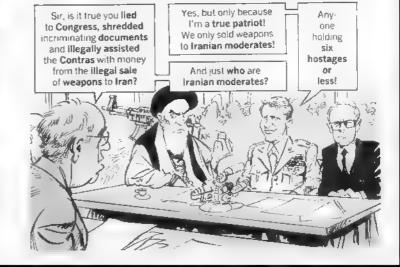
And who could forget when that weird high-fiber foods fad hit? Everyone was trying to eat as much of the stuff as they could because they heard it would lower their cholesterol levels!



The 1980's was truly the decade of the computer. Writers had a love affair with high-tech word processors which let their creative skills soar!



Remember the funny, outlandish iran/Contra Scandal and all those crazy, clownish characters like John Poindexter, Bill Casey, William Secord, Fawn Hall, and the most ridiculous of them all, Ollie North?



What about heavyweight champion Mike Tyson and all the people he K.O.'d in the eighties?



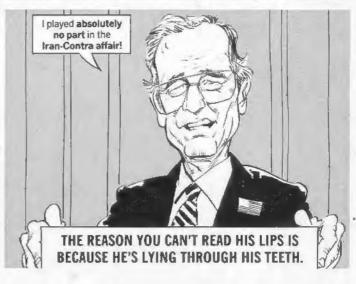
Remember the '80s wacky fitness craze? We were all dedicated to keeping our cholesterol down, staying fit and having beautiful bodles. So what was our favorite television show at the end of the decade?



Corporate takeovers were big! Executives learned they could enlarge their companies just by going into debt and taking over other companies instead of improving their product or making more jobs!



One of the biggest surprises of the eightles came when we elected George Bush to be our new President and then discovered that he's Joe Isuzu's brother!



And who can forget those three cute otherworldly creatures of the 1980's who made us laugh out loud with their sayings and their silly behavior?



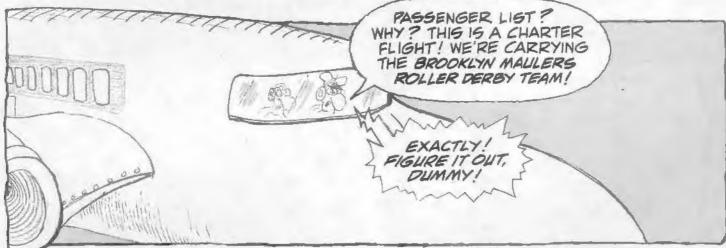
And so, as the 1980's forever fade into the misty past, forever shrouded in the veil of yesterday, who remembers Fritz Mondale or Michael Dukakis?

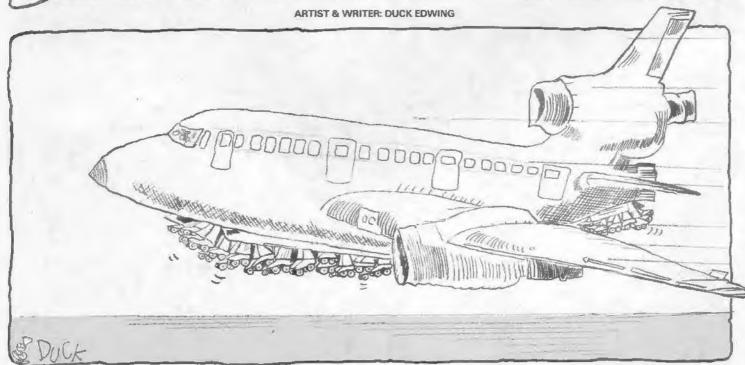


Come to think of it, neither do well

THE ASTOUNDING AERONAUTIC ADVENTURE







WHAT BELOVED. **LEGENDARY BALL PLAYER IS A POOR BET** TO MAKE THE HALL OF FAME?

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

"Like a fading rose" is how a certain ballplayer's chance of getting into The Hall of Fame is described. "For Pete's sake, this is not fair!" is the cry heard from many fans. To find out who they're yelling about, fold page in as shown.



FOLD THIS SECTION OVER LEFT

■ B FOLD BACK SO "A" MEETS "B"



A HALL OF FAME NOMINEE'S CHANCES PETER OUT IF HE'S BAD. LIKE A THORN ON A ROSE HE'S BOUND TO IRRITATE THOSE WHO JUDGE CHARACTER ABOVE ALL ELSE. HALL OF FAMERS MUST NOT LIE OR GAMBLE OR CHEAT. OTHERWISE THEY ARE SURE TO BRING DISGRACE ON THEMSELVES AND LET THEIR FANS DOWN.

